



DIRECTOR OF ECONOMIC DEVELOPMENT

FLSA	EXEMPT
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GENERAL STATEMENT OF DUTIES:

The primary function of this position within the organization is to direct, perform and manage the tasks and responsibilities necessary to successfully implement the County's comprehensive economic development program and to achieve any and all economic development goals set forth by the Board of Supervisors through the County Administrator. The position's essential responsibilities are to effectively encourage taxable business and industry investments and to facilitate the creation of new job opportunities within the community, to cooperate and coordinate with local, regional and State economic development partners, and to direct and manage office activities and staff. The position recommends, supports and assists with the development of program goals, strategies and methods, and administers economic development programs and services that includes entrepreneurial development as well. Does related work as required. Work is performed under the supervision of the County Administrator.

DISTINGUISHING FEATURES OF THE CLASS:

Focus is on continual improvement and effective implementation of a comprehensive and robust economic development program. Position concentrates on monitoring, identifying and assisting with the creation, attraction, retention, expansion and support of business and industry within Botetourt County, so as to diversify and expand employment opportunities and the County's tax base.

EXAMPLES OF WORK *(Illustrative Only)*:

- Recruiting new business investment and facilitating the creation of new jobs.
- Planning, coordinating and executing the County's strategic plan and marketing efforts.
- Developing and upon approval, negotiating effective and creative incentive proposals.
- Work in concert with the County Administrator to structure economic development deals and incentive packages
- Retaining and supporting existing business and industry by providing traditional and non-traditional assistance to ensure continued success and/or growth opportunities.
- Managing the planning and development of new product (properties, facilities, etc.) and other strategic assets, including joint product development ventures with public/private sector initiatives.
- Showing and showcasing County sites and buildings to prospects, preparing and submitting proposals, making presentations and responding timely, accurately and completely to requests for information.
- Acting as the County's primary marketer and business location and expansion advocate.

- Representing the County at economic development-related meetings and on appropriate boards, authorities, commissions and committees.
- Attends economic development-related meetings, educational programs and industry venues to further knowledge and stay informed of trends, nuances, and best practices in the field of economic development and within the target industry arena.
- Developing, recommending and, upon approval, implementing long range strategic economic development plans and goals.
- Prepares, recommends and manages annual economic development budget and staff.
- Acting as ombudsman for new or expanding businesses and industry in the County for required County or State permits, Zoning requests and the like.
- Performs all other work as required or assigned by the County Administrator.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Demonstrated knowledge in the field of economic and community development and specifically with governmental functions necessary for the creation, attraction, retention, expansion and support of business and industry to include Entrepreneurial development within the community. Thorough knowledge and proven senior management experience in a successful economic development organization. Thorough knowledge of and proficiency in communications, marketing and public relations practices and principles. Excellent interpersonal, facilitation and negotiating skills. Ability to gather, analyze and evaluate facts and trends and to prepare concise, accurate and informative reports. Proficiency with PC applications, Internet marketing and utilizing databases. Excellent oral and written communication skills. Ability to immediately establish and maintain rapport and cooperative and effective working relationships with consultants, realtors, agents, economic development partners, businesses of all sizes and types, co-workers, elected officials, citizens, the media, civic groups and community organizations. A thorough knowledge of local, regional and state economic development organizations, relationships and processes or a demonstrated ability to achieve same quickly. Possession of a valid driver's license and a good driving record.

ACCEPTABLE EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited four-year college or university with major course work in business administration, finance, marketing, communications or a closely related field, and considerable experience in business, business development or economic development. A masters degree in a related field or more than five (years) experience in a related public sector directorship is desirable.